

SOLAR STORAGE MAGAZINE



MEDIA KIT 2025

SCOPE

Solar Magazine & Storage Magazine together form the largest news platform in the Benelux for decision makers in the energy storage and solar industry. The news platform consists of the 2 separate magazines published bi-monthly, a joint online news blog and the 2 newsletters Zonneflits & Storageflits. The editorial formula puts every solar & storage professional on edge and gives your message even more impact.

WEBSITE | SOLARMAGAZINE.NL

Sessions	9,443,706
Pageviews	13,299,712



NEWSLETTERS | ZONNEFLITS & STORAGEFLITS

	Zonneflits	Storageflits
Number of subscribers	27,541	5,895
Regular issue	48 x per year Wednesday	12 x per year 3rd Tuesday of month
Weekend issue	48 x per year Saturday	n/a
Theme issue	12 x per year Monday	n/a
Extra issue magazine*	5 x per year upon publication mag	5 x per year upon publication mag

* Advertising is not possible in this newsletter

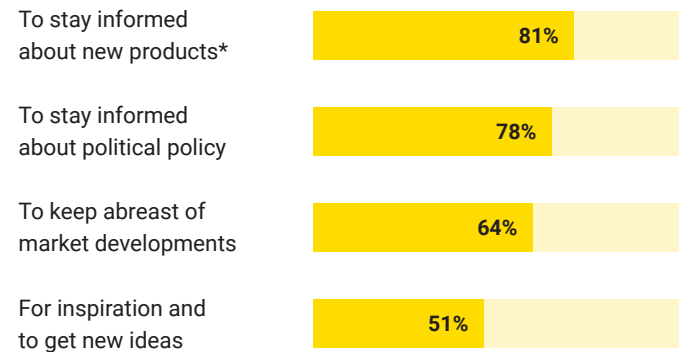
MAGAZINES | SOLAR MAGAZINE & STORAGE MAGAZINE

	Solar Magazine	Storage Magazine
Regular issue	5 x per year 23,088 copies	5 x per year 23,088 copies
Market guide solar energy	1 x per year 25,088 copies	n.v.t.

BRAND AWARENESS & LEAD GENERATION

- Advertising on the Solar Magazine & Storage Magazine platform puts your brand at the forefront of the Benelux solar industry.
- Increase your awareness in this highly competitive and fast-growing market.
- Stand out from your competitors and strengthen your brand reputation.
- Solar Magazine & Storage Magazine generate new customers through online and print advertising.
- Reach a wider audience than through traditional routes to market.

REASONS TO READ



* source: reader survey

MAGAZINES



READER PROFILE

The 2 magazines Solar Magazine & Storage Magazine are distributed bimonthly. The circulation of both magazines is more than 23,000 copies; distribution includes all energy storage and solar energy installers in the Netherlands and Flanders. The magazines provide in-depth coverage of the Dutch and Flemish energy storage and solar energy market: from technology to politics and product development.

CIRCULATION | 23,088 COPIES

	Solar Magazine	Storage Magazine
Printed copies	7,500	7,500
Digital copies*	15,588	15,588

*27,541 digital subscribers, open rate of 56,6%



TARGET GROUP | ORIGIN

Construct & installing (61%)	architects	BNA and Orde van Architecten
	construction companies	Bouwend Nederland and Confederatie Bouw
	roofers and facade companies	Gebouwschil Nederland, VEBIDAK and VMRG
	installers	Techniek Nederland, Nelectra and Techlink
Solar & storage industry (18%)	housing associations and private developers	AEDES and VMSW
	from manufacturer to wholesaler	Energy Storage NL, Holland Solar and PV-Vlaanderen
Energy sector (8%)	consultants, operators and energy companies	Energie-NL, Netbeheer Nederland and FEBEG
Public sector (6%)	politicians from municipal to European level	
Financial sector (4%)	financial institutions and service providers	NVB, BVB and Adfz
Knowledge & research (3%)	research, knowledge and educational institutions	

PUBLICATION DATES SOLAR MAGAZINE

ISSUES | SOLAR MAGAZINE

Nr.	Theme	Reservation date	Ad material date	Publication date*
1	Solar Solutions A'dam 2025	February 4, 2025	February 11, 2025	March 4-7, 2025
2	Intersolar Europe 2025	April 8, 2025	April 11, 2025	May 6-9, 2025
3	No specific theme	May 27, 2025	June 3, 2025	June 24-27, 2025
4	Solar Solutions Kortrijk 2025	August 26, 2025	September 2, 2025	Sept. 23-26, 2025
5	InterSolution 2026	November 4, 2025	November 11, 2025	December 2-5, 2025
6	Market guide solar energy	October 9, 2025	October 23, 2025	December 2-5, 2025

* distribution by PostNL and BPost takes place on Tuesday-Friday

DELIVERY INSTRUCTIONS | ADVERTISEMENTS SOLAR MAGAZINE

File format	only PDF files allowed
Type of PDF	PDF / X-1a: 2003, Acrobat 4 (PDF 1.3)
Coloring	full color (process colors in CMYK)
Resolution	300 DPI on a 1:1 reproduction
Bleed	3 mm at 2/1 and 1/1 page advertisement

MARKET GUIDE SOLAR ENERGY | ADVERTISING OPPORTUNITIES SOLAR MAGAZINE

Company profile package	€ 349	company profile
Advertisement package	€ 1.499	1/1 advertisement + company profile
Advertorial package	€ 1.749	1/1 advertorial + company profile
Project description package	€ 2.499	2/1 page article + company profile

FORMATS & RATE SOLAR MAGZINE

Cover flap (sold out)



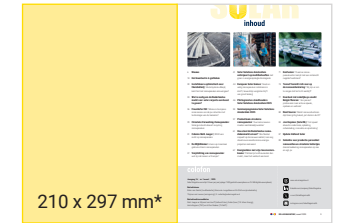
€ 2,750

Back cover (sold out)



€ 2,250

Inside cover



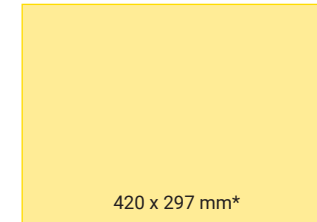
€ 1,950

1/1 advertisement



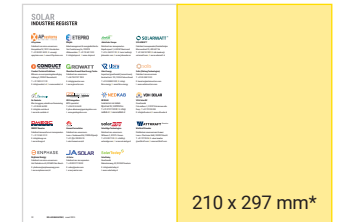
€ 1,690

2/1 advertisement



€ 3,200

Inside back cover



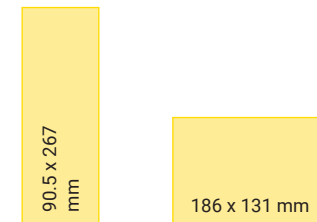
€ 1,859

1/1 advertorial



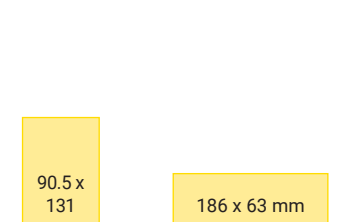
€ 1,890

1/2 ad portrait & landscape



€ 950

1/4 ad portrait & landscape



€ 565

PUBLICATION DATES STORAGE MAGAZINE

ISSUES | STORAGE MAGAZINE

Nr.	Reservation date	Ad material date	Publication date*
1	February 4, 2025	February 11, 2025	March 4-7, 2025
2	April 8, 2025	April 11, 2025	May 6-9, 2025
3	May 27, 2025	June 3, 2025	June 24-27, 2025
4	August 26, 2025	September 2, 2025	Sept. 23-26, 2025
5	November 4, 2025	November 11, 2025	December 2-5, 2025
6	October 9, 2025	October 23, 2025	December 2-5, 2025

* Distribution by PostNL and BPost takes place on Tuesday-Friday

DELIVERY INSTRUCTIONS | ADVERTISEMENTS STORAGE MAGAZINE

File format	only PDF files allowed
Type of PDF	PDF / X-1a: 2003, Acrobat 4 (PDF 1.3)
Coloring	full color (process colors in CMYK)
Resolution	300 DPI on a 1:1 reproduction
Bleed	3 mm at 2/1 and 1/1 page advertisement

FORMATS & RATE STORAGE MAGAZINE

Cover flap (sold out)



€ 2,750

Back cover (sold out)



€ 2,250

Inside cover



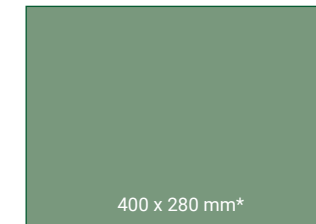
€ 1,950

1/1 advertisement



€ 1,690

2/1 advertisement



€ 3,200

Inside back cover



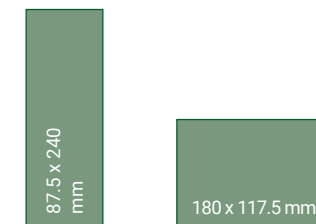
€ 1,859

1/1 advertorial



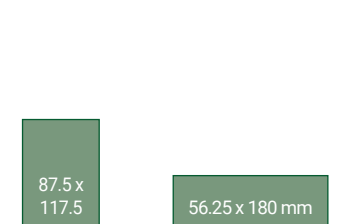
€ 1,890

1/2 ad portrait & landscape



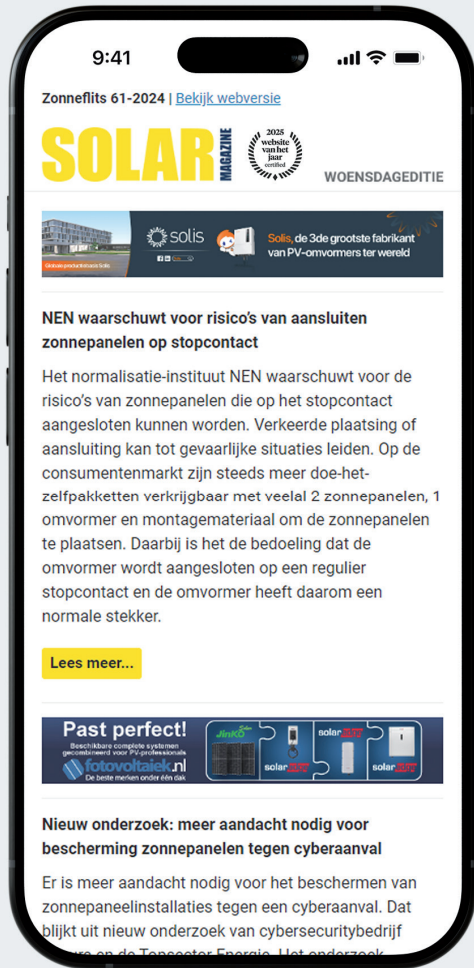
€ 950

1/4 ad portrait & landscape



€ 565

NEWSLETTERS



READER PROFILE

Solar Magazine's newsletter Zonneflits offers readers twice a week updates on solar energy news. The weekend issue contains extra-long background stories and appears every Saturday. The monthly theme issue zooms in on specific topics, from energy storage to the labour market and safety & quality. Storage Magazine's newsletter Storageflits offers readers once a month an overview of energy storage news.

NEWSLETTERS | SOLAR MAGAZINE & STORAGE MAGAZINE

	Zonneflits	Storageflits
Subscribers	27,541	5,895
Frequency	2 x per week*	1 x per month
Open rate	59.4%	60.1%
Click-to-open-rate	34.1%	34.9%

* once a month the Solar Magazine newsletter publishes a theme issue of the newsletter

TARGET GROUP | ORIGIN OF NEWSLETTER SUBSCRIBERS

Construct & installing	installers from self-employed to EPC contractors
	roofers and facade companies
	construction companies and architects
Solar & storage industry	housing associations and private developers
	from equipment to battery, inverter, solar panel and machinery manufacturer
	Services
Energy sector	consultants, operators and energy companies
Financial sector	from property owners to facility managers
Public sector	politicians from municipal to European level
Other	including residential end-users from energy cooperatives

DATES, FORMATS & RATES ZONNEFLITS

ISSUES | NEWSLETTER SOLAR MAGAZINE

	Publication	Ad material date
Regular issue	Wednesday (48 x per year)	Monday before 5 P.M. (Amsterdam time)
Weekend issue	Saturday (48 x per year)	Wednesday before 5 P.M. (Amsterdam time)
Theme issue*	Monday (14 x per year)	Wednesday before 5 P.M. (Amsterdam time)
Extra issue magazine	when magazine is published	advertising is not possible in this issue

FORMATS | RATES NEWSLETTER SOLAR MAGAZINE

Item	Rates	Availability
Full size banner	€ 210	1 company per position, weekly rotation
Product news	€ 399	available in theme issue only

BANNERS | DELIVERY INSTRUCTIONS NEWSLETTER SOLAR MAGAZINE

Format	564 x 94 pixels
File format	JPG / GIF* / PNG + 1 URL
Resolution	72 dpi on a 1:1 scale

* please note that not all e-mail programs automatically play animations

PRODUCT NEWS | DELIVERY INSTRUCTIONS THEME ISSUE NEWSLETTER SOLAR MAGAZINE

Text material	press release 350 to 400 words for website
Images	1 or 2 images
Publication	introduction (50 words) and 1 photo in newsletter

REGULAR & WEEKEND ISSUE | BANNERS



THEME ISSUE | BANNERS & PRODUCT NEWS



| DATES, FORMATS & RATES STORAGEFLITS

ISSUES | NEWSLETTER STORAGE MAGAZINE

	Publication	Ad material date
Regular issue	Tuesday	Friday before 5 P.M. (Amsterdam time)

FORMATS | RATES NEWSLETTER STORAGE MAGAZINE

Item	Rates	Availability
Full size banner	€ 190	1 company per position, weekly rotation

BANNERS | DELIVERY INSTRUCTIONS NEWSLETTER STORAGE MAGAZINE

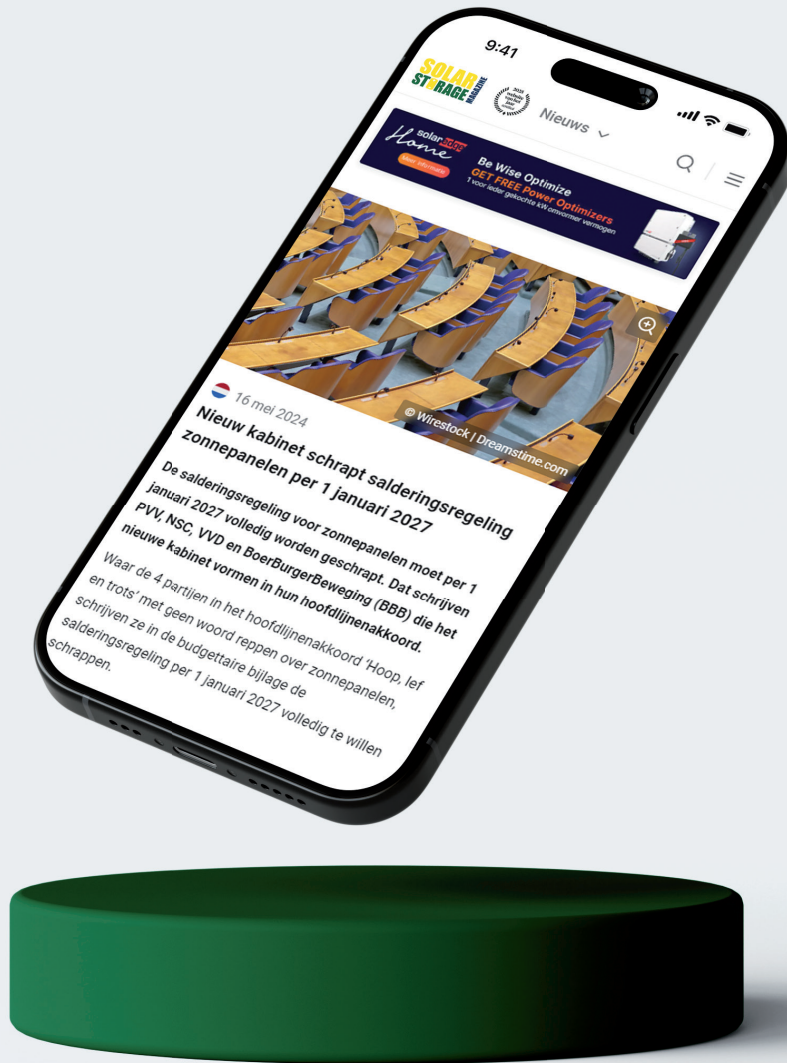
Format	564 x 94 pixels
File format	JPG / GIF* / PNG + 1 URL
Resolution	72 dpi on a 1:1 scale

* please note that not all e-mail programs automatically play animations

REGULAR ISSUE | BANNERS



WEBSITE



READER PROFILE

Since its first publication on the news portal, SolarMagazine.nl – the combined website of Solar Magazine & Storage Magazine – has evolved into the number one news platform for all Dutch-speaking professionals in the energy storage and solar energy industry. The website attracts millions of visitors from the Netherlands and Flanders. From new products to political and market analyses, Solar Magazine & Storage Magazine are always the first with the latest news on energy storage and solar energy.

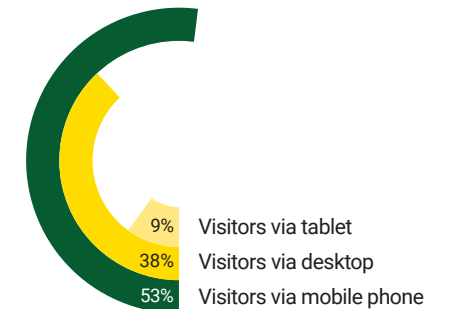
VISITORS | GEOGRAPHY

Period (100%)	Amount of sessions
Jan. 1 '24 - Dec. 31 '24	9,443,706 sessions
Jan. 1 '23 - Dec. 31 '23	9,329,837 sessions

Netherlands (85%)	Growth (+1%)
Jan. 1 '24 - Dec. 31 '24	8,013,715 sessions
Jan. 1 '23 - Dec. 31 '23	8,003,793 sessions

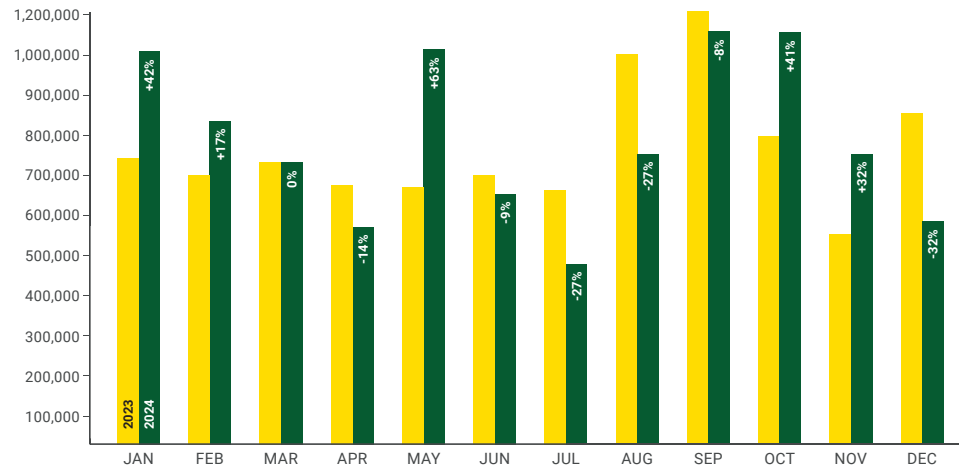
Belgium (9%)	Growth (+6%)
Jan. 1 '24 - Dec. 31 '24	871,543 sessions
Jan. 1 '23 - Dec. 31 '23	819,685 sessions

USED DEVICES | TECHNOLOGY

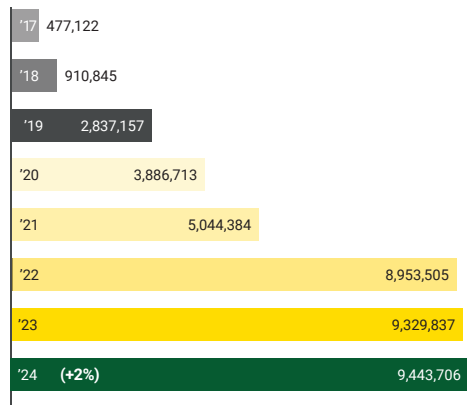


SESSIONS & PAGEVIEWS

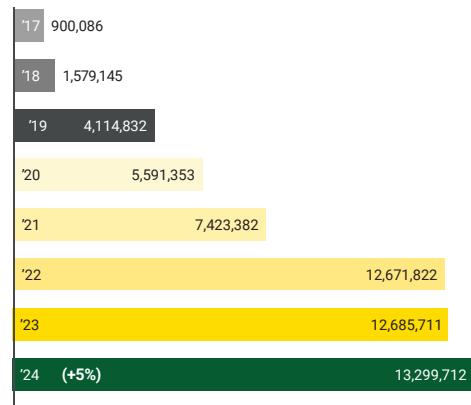
SESSIONS | PER MONTH



SESSIONS | PER YEAR






PAGEVIEWS | PER YEAR



TOP 10 CONTENT WEBSITE AND SOCIAL MEDIA

News topic	Pageviews	News topic	Pageviews
1 Net metering	2,469,814	1 Net metering	2,469,814
2 (Home) battery	2,217,261	2 (Home) battery	2,217,261
3 Feed-in costs	994,513	3 Feed-in costs	994,513
4 Payback time pv modules	506,964	4 Payback time pv modules	506,964
5 Lawsuits	383,517	5 Lawsuits	383,517
6 Heat pump	371,666	6 Heat pump	371,666
7 Dynamic contracts	208,213	7 Dynamic contracts	208,213
8 Grid congestion	184,135	8 Grid congestion	184,135
9 Solar parks	172,721	9 Solar parks	172,721
10 Electric cars	156,883	10 Electric cars	156,883

Solar Magazine is active on social media on Instagram, X and LinkedIn. Divided across these 3 platforms, the editorial team has almost 19,000 followers. In the past 12 months, the editorial team's posts have been viewed almost 4.5 million views, including 3.3 million views on LinkedIn.

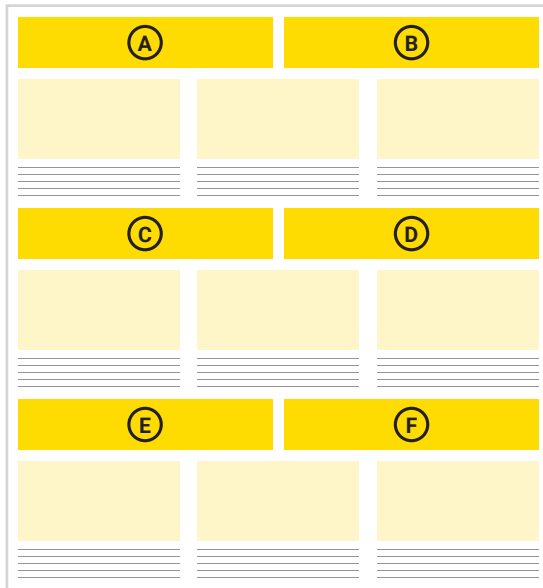
-  1,258 followers
66,215 views of posts
-  4,083 followers
1,006,153 views of posts
-  13,648 followers
3,341,151 views of posts

PUBLICATION DATES, FORMATS & RATES

ADVERTISEMENTS | WEBSITE

Item	Rate	Availability
Full size banner	€ 690	sold out (waiting list)
Half size banner	€ 390	sold out (waiting list)
Product finder	from € 2,000	available to manufacturers only
Company registry	€ 349	including free job postings and events
Installer finder	€ 199	available to installers only

BANNERS | WEBSITE



- Maximum of 3 companies per position, no fixed positions.
- All companies are displayed on each position equally (A through F).

PRODUCT FINDER

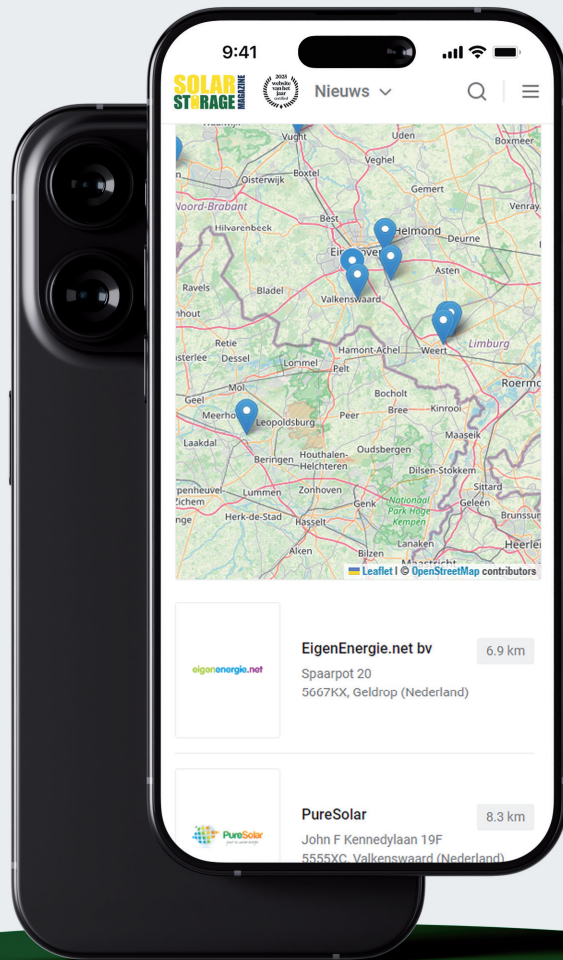
The product finder on Solar Magazine & Storage Magazine's website offers the largest selection of solar energy products and related product information in the Benelux. The product finder connects manufacturers, wholesalers, installers and business and private end-users.

	Product group	Price*	Amount of products
1	Solar panels	€ 5,000	Unlimited
2	Inverters	€ 5,000	Unlimited
3	Batteries	€ 5,000	Unlimited
4	Mounting systems	€ 3,000	Unlimited
5	EV chargers	€ 2,000	Unlimited
6	Energy management	€ 2,000	Unlimited
7	Security	€ 2,000	Unlimited
8	Cable management	€ 2,000	Unlimited
9	Design software	€ 2,000	Unlimited
10	Solar thermal	€ 2,000	Unlimited

* price per 12 months, includes 1x free product news in theme issue of newsletter of your choice. Place products in multiple product groups? You only pay the cost for the product group highest in the table above.

- Website users can use the product finder to find desired products and get in touch with the chosen installer and/or wholesaler through 3 steps: (1) search for products; (2) select and view products; (3) quickly and easily request information from the installer (for end users) or wholesaler (for installers).
- The editors check once a quarter that all products in the product finder are still available. By placing the products for you, the editors take the work off your hands!

WEBSITE



INSTALLER FINDER

The installer finder of Solar Magazine & Storage Magazine provides an overview of certified installers supplying solar panels, solar collectors, home batteries, heat pumps and/or EV charging stations in the Benelux. The installer finder puts installers and business and private end users in contact with each other.

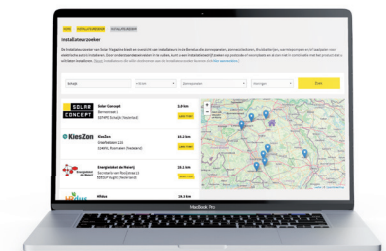
RATES | INSTALLER FINDER

	Rate*	Number of establishments
Installer finder	€ 199	1
Installer finder 'extra'	€ 249	Unlimited

- Through the installer finder installers can connect with potential customers. The main benefits are increased brand awareness, generating leads with measurable results, additional traffic to the websites of the installation company and free job postings.
- In the installer finder business and residential end users will find qualified and certified installation companies where they can purchase the products they desire.
- They can find an installer through 4 steps: (1) search by place of residence; (2) search by different products; (3) quickly and easily consult information about the knowledge and skills of the particular installer; (4) contact the installer.

PRODUCT GROUPS | INSTALLER FINDER

1. Solar modules
2. Solar collectors and solar water heaters
3. Pvt panels
4. Heat pumps
5. Home batteries
6. EV chargers



...INDISPENSABLE FOR SOLAR & STORAGE PROFESSIONALS

